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Strategic Brief: Crayola's 100th Birthday Promotion

At Crayola, we believe that “what if” is the greatest question in the world, a question that makes the impossible permissible. Crayola strives to equip parents and educators with inventive ways to stimulate their children’s imaginations through creativity and innovation.

- **Purpose:** By constructing a media kit for Crayola’s 100th year anniversary, we hope to invite publics to celebrate Crayola’s successful contribution to society through creativity and innovation. We hope to engage publics, especially our number one customer – children, through events happening year-round. We want our publics interested in the quality of our products and the future direction of Crayola.
- **Target Audience:** The main target audience, children and families, will be attracted to our events and activities at the Crayola Experience. We will also promote the anniversary through a coloring contest. We hope to promote the history and expansion of Crayola over its 100 years.
- **Distribution:** This media kit includes news releases, social media releases, Twitter and Facebook posts ready to distribute to traditional and non-traditional outlets.
- **Evaluation:** By evaluating the number of participants of the crayon contest as well as the number of people attending each event we can determine the how well we reached our publics. Short, timely surveys included in guests’ party favors will verify the success of the event. Further evaluation can include the amount of news coverage at the event.

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